



# Litter Picks

Electronic Newsletter

## October 2005

Virginia Department of Environmental Quality, Division of Environmental Enhancement

P.O. Box 10009, Richmond, Virginia 23240. (804) 698-4029 Fax (804) 698-4224.

DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

**Welcome to Litter Picks, a look at litter prevention news in the Commonwealth and across the nation. We hope that some of this information is helpful to you in your programs, and hope you'll help us with news from your area related to litter prevention and awareness. Had a successful clean up event? Recognized companies or citizens for their clean up efforts? Let us know by sending this information to Steve Coe at [gscoe@deq.virginia.gov](mailto:gscoe@deq.virginia.gov).**

### Playing with Trash

The Southeastern Public Service Authority has a traveling play and offers tours of their facility to school age kids to educate them about litter prevention and recycling.

The Trashanator is a free 45 minute play designed to educate children in grades K- 5 on the importance of recycling and the disposal of household waste. Students also learn how the South Hampton Roads region handles trash and recycling.

SPSA offers free facility tours to school groups, civic groups and businesses. Tours must be scheduled in advance.

For information, call 757-420-4700.

### Using Art to Teach about Litter – Educational Fun for All

Local government Litter Prevention and Recycling Grants were awarded in September. Some of the applicants submitted interesting stories about how their community supports anti-litter and recycling programs in their communities.

The Goochland Anti-litter & Recycling Council (GARC) started a successful program in their schools two years ago to teach students and adults in the community about the dangers of littering.

For the past two years, the school's art departments have students decorate local grocery and convenience store bags with pro-environmental messages. Last year, 800 bags were decorated and returned to the stores. The stores then used the bags with the student's artwork to bag items purchased by their customers.

The feedback that GARC has received has been very positive. Over a dozen newspaper articles have been written about their programs, clean ups, and the state of Goochland's roads. Letters to the editor have interested people in joining the litter council. Goochland County considers student and adult education about litter and recycling to be as important as conducting actual pick ups.

If you would like to know more about GARC, Ms. Patricia Eaton may be contacted at [pateaton@juno.com](mailto:pateaton@juno.com) or by phone at (804) 556-5872.

### Did You Know?

- ✓ About 350 volunteers joined in Roanoke's Fall Waterways Cleanup Celebration. The event normally draws about 150 participants, so their participation this fall was double what it has been in the past! Volunteers removed tires, fallen tree limbs, plastic, cigarette butts, TV's, animal skulls, diapers, toys, a 10 speed bicycle, 10 bags of play sand, bait cans, fishing line and bottles.
- ✓ Staff from DEQ's TRO office, Sheri Katten, Angie Gent, Mark Kalnins, Gene Siudyla and Harold Winer collected 11 bags of trash weighing about 100 pounds when they did a trash pick up in August along DEQ's adopted stretch of Greenwich Road in Virginia Beach.
- ✓ Virginia Tech has a policy that each sports team must have a community partner. The soccer team has chosen to participate in the Adopt-a-Highway Program.

### The Butt Stops Here!

Last month, the City of Norfolk, Keep Norfolk Beautiful and Wards Corner Business Associates partnered together to unveil the "Butt Stops Here" campaign. Norfolk installed about 20 receptacles in business locations where smokers are most likely to discard their cigarette butts. The Wards Corner Business Associates asked their employees to observe how people handle their butts. If they put them in the receptacles, they are rewarded with pocket ashtrays and coupons. If someone discards their cigarette butt on the ground, a "Butt Watcher" will approach the smoker and ask him/her to put the butt in an ash receptacle. If the smoker does this, he/she is rewarded with coupons and a pocket ashtray.

In three months, the Norfolk Environmental Commission will count discarded cigarette butts to see if the campaign has succeeded and if there are fewer littered butts on the ground.

For more information go to:

<http://home.hamptonroads.com/stories/story.cfm?story=91549&ran=176458> or contact John Duel at [jdeuel@city.norfolk.va.us](mailto:jdeuel@city.norfolk.va.us) or by phone at 757-441-5285.

### Web Link of interest:

- <http://www.co.chesterfield.va.us/ManagementServices/GeneralServices/LitterProgram.asp>

Disclaimer: Reference in this publication to any specific business, commercial product, process or service by trade name, trademark or otherwise does not constitute or imply endorsement, recommendation or favoring by the Virginia Department of Environmental Quality or any other state government agency.